Internal – lions.com.au

External – TV, Radio, Papers

Social Media – Twitter, Insta, Snap, FB
Courtney = Video  Cassie = Social Media  Josi’ah = Website  Katie = Interviews/Pressers
Faithful Three to Lead Next Gen Lion Kings

THE LOYAL FAMILY

Merrett Enticed into Leadership Role to Mentor Young Guns

Daniel in Lion’s Den

Marco settles on Lions turf

As the AFL enters a new era of free agency, the Brisbane Lions have made key signings to ensure their club remains competitive.

The Lions' boomerang effect is evident, as they have signed veteran forward Anthony McDonald-Tipungwuti, securing his services for the next two years. This move comes after the club's disappointing end to last season, which saw them finish bottom of the table.

McDonald-Tipungwuti's signing is a testament to the club's commitment to building a strong foundation for the future. The 31-year-old forward is expected to play a crucial role in the Lions' midfield, with his experience and leadership qualities set to benefit the team.

The Lions have also added young talent to their squad, with the acquisition of emerging forward and forward stabilizer Jarrod Brander. Brander's signing is a significant coup, as he has the potential to become a future leader for the club.

Manchester United's latest signing, Bruno Fernandes, has completed his move from Sporting Lisbon to Old Trafford. The deal is expected to cost the Premier League giants around €75 million ($90 million).

Fernandes, a 25-year-old attacking midfielder, has been a key figure in Sporting Lisbon's recent success, helping the club reach the Europa League final in 2020.

The Portugal international is a dynamic player with excellent vision, creativity, and an ability to produce assists. Manchester United fans are excited about the prospect of Fernandes joining forces with fellow countrymen Bruno Fernandes and Christiano Ronaldo at Old Trafford.

The signing of Fernandes is a significant boost for Manchester United, who have been without a proper creator in the midfield for some time. The two Fernandes will now be able to contribute to the team's attacking play, with Manchester United hoping to return to the top of the Premier League next season.
# Audience Stats

## Desktop

<table>
<thead>
<tr>
<th>Metric</th>
<th>Total 2014</th>
<th>2015 YTD</th>
<th>2014/15 Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>5,542,744</td>
<td>5,007,759</td>
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</tr>
<tr>
<td>Monthly Avg. PV's</td>
<td>461,895</td>
<td>417,313</td>
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<td>Unique Browsers</td>
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<td>1,139,348</td>
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</tr>
<tr>
<td>Monthly Avg. UB's</td>
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<td>6.52%</td>
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<tr>
<td>Video Views</td>
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<tr>
<td>Monthly Avg. Vid Views</td>
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<tr>
<td>Avg Time on Site</td>
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## Mobile

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<th>2014/15 Difference</th>
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<tr>
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<td>Unique Browsers</td>
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<td>Monthly Avg. UB's</td>
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<td>29,996</td>
<td>61.98%</td>
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<tr>
<td>Video Views</td>
<td>57,823</td>
<td>309,066</td>
<td>434.50%</td>
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<tr>
<td>Monthly Avg. Vid Views</td>
<td>5,782</td>
<td>25,756</td>
<td>345.42%</td>
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## App

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<th>2015 YTD</th>
<th>2014/15 Difference</th>
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</thead>
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<td>Unique Browsers</td>
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<td>Video Views</td>
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<tr>
<td>App Downloads</td>
<td>31,045</td>
<td>35,555</td>
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## Totals

<table>
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<tr>
<th>Metric</th>
<th>2014/15 Difference</th>
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</thead>
<tbody>
<tr>
<td>TOTAL PV's</td>
<td>10,189,345</td>
</tr>
<tr>
<td>TOTAL UB'S</td>
<td>1,333,347</td>
</tr>
<tr>
<td>TOTAL VID VIEWS</td>
<td>630,758</td>
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</tbody>
</table>
Luke Curran @LukeyC5 3h @LionsAcademy graduate @ArchieSmith_ on fire over summer working with Huddo yourclubrepresent twitter.com/brisbanelions/

Brisbane Lions @brisba...
He turned his back on a promising basketball career... Now he's here, with no regrets. More: bit.ly/1SIxG0n pic.twitter.com/CONyiQJGYZ

Murray Davis @MADavis_11
Titanic battle between @tcutler26 & @GaryODonnel10 #LionsFamilyDay #YourClubRepresent pic.twitter.com/pltkgOgAqo!

5:13pm 6 Feb 2016 Twitter for iPhone
7 LIKES

Murray Davis @MADavis_11
Titanic battle between @tcutler26 & @GaryODonnel10 #LionsFamilyDay #YourClubRepresent pic.twitter.com/pltkgOgAqo!

5:13pm 6 Feb 2016 Twitter for iPhone
7 LIKES

Gary O'Donnel @GaryODonnel10
Snags in bread #mustbehappywiththegirmtake #YourClubRepresent

Loigh Harding @harding39
All those tweets makes you hungry @lastkowal @yourclubrepresent @brisbanelions @GaryODonnel10 pic.twitter.com/Tnkb2S5zC2

12:50pm 7 Feb 2016 Twitter for iPhone
2 LIKES

mellielamb @mellielamb
Cooking classes have started!! What a great job the boys have done!! @samskinner11 @rhys.mathison @eric.hipwood @benboys @rub_en @brisbanelions yourclubrepresent cookingclass #paghol #sessarised #gabbykitchen #mobil

30 likes
mellielamb @mellielamb
Cooking classes have started!! What a great job the boys have done!! @samskinner11 @rhys.mathison @eric.hipwood @benboys @rub_en @brisbanelions yourclubrepresent cookingclass #paghol #sessarised #gabbykitchen #mobil

60 likes
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Brisbane Lions @brisb... 3d
Squiz is on the phones! Call 1800 216 885 to have a chat and organise your membership for 2016 #YourClubRepresent pic.twitter.com/IKBu7bsqRi

Daniel Merrett @Merrett21 3d
Yeah I like it, I will talk to the team #YourClubRepresent!

Bernie Watt @berniegerrm @brisbanelions @Merrett21
Here's an idea, can you offer a membership for overseas peeps that is cheaper but includes access to AFL live app?

Daniel Merrett @Merr... 3d
Calling up our members to say thank you! GoLions #YourClubRepresent pic.twitter.com/wam4vkQ3Re

Dianne Collins @LionsDi 2d
Welcome @Schache23
Looking forward to watching you in a long and successful career with @brisbanelions #YourClubRepresent #GoLions

Brett Salinger @Bret... 2d
Great community outreach @brisbanelions. Got a call from @MitchRobinson05 thanking me for membership renewal. Go Lions! #YourClubRepresent

Charlie @CharlieHeyron 2d
@peachchanley cheers for the phone call today mate pleasure to renew my @brisbanelions membership for another season #YourClubRepresent

Bobbie Evans @Bobbi... 2d
@Schache23 good luck 2nite. Livin the dream of many. @brisbanelions lookin fwd 2 seein u in this #YourClubRepresent pic.twitter.com/xSjimarwjt0

Claye Beams @Claye... 2d
Great night for the @brisbanelions bringing in some exciting talent bring on 2016 #YourClubRepresent

Daniel Rich @daniel_r... 2d
Congratulations to @Schache23 @EricHipwood @benkeays Rhys Mathieson & Sam Skinner on joining our family! #YourClubRepresent @brisbanelions

Liam Dawson @ldaws6 2d
You beauty! More academy boys to join us @benkeays @EricHipwood #BelieveBelong #YourClubRepresent
### Social Media YOY Comparison

**Top Channels**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Sessions</th>
<th>% New Sessions</th>
<th>New Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referral</td>
<td>66.27%</td>
<td>4.59%</td>
<td>58.64%</td>
</tr>
<tr>
<td>Direct</td>
<td>119.06%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>408.70%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organic Search</td>
<td>15.11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Other)</td>
<td>100.00%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>100.00%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

During the trade period of 2014 6.8% of our website traffic came from social media. In 2015, we can assign 20.8% of our website traffic to social media.
CREATIVE – GAME DAY

SHOW YOUR SUPPORT!

#BNELIONS

@tom.smith

UPLOAD YOUR FAN PICS TO INSTAGRAM

Brisbane Lions

goa billboards
WHAT THE PUNTERS LIKE ...
Social Media Challenge - Coffee For A Week

✓ #YourClubRepresent
✓ $25 voucher every week